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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

July 17, 2006

First Named Inventor : Kimberley Friedman  
Serial No. : 10/812,427  
Filed : March 30, 2004  
Titled : Distribution of Location Specific Advertising  
Information Via Wireless Communication Network  
Examiner : Matthew C. Sams  
Art Unit : 2617  
Our File No. : 5067.001

AMENDMENT

Applicant hereby responds to the Office Action dated April 6, 2006, and respectfully requests that this Amendment be entered and the following remarks considered.

Date of Deposit 08/07/2006  
I hereby certify these papers and/or fee is being deposited with the United States Postal Service as first class mail with sufficient postage in prepaid envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

[Signature]  
Name  
[Signature]  
Signature